



BRAND GUIDELINES

CREATED 2.21.20



CONTENTS

3 MODERNO

4 LOGOS

8 BRAND COLORS

9 TYPOGRAPHY

10 ICONOGRAPHY

11 DISTRIBUTION GRAPHICS

13 PORCELAIN BENEFITS GRAPHICS

14 LETTERHEAD

15 PRESENTATIONS

BUSINESS CARDS

PHOTOGRAPHY

TARGET AUDIENCE PERSONAS

PHRASES & KEY WORDS

MODERNO PORCELAIN WORKS

MODERN PORCELAIN TECHNOLOGY. PROFESSIONAL CRAFTSMANSHIP.

Moderno Porcelain Works specializes in the installation of high-quality porcelain surfaces in the residential and commercial markets. Sourcing our material from world-renowned suppliers, we install durable and eye-catching kitchen counter tops, shower walls, bathroom vanities, fireplaces, and more. Our in-house craftsmen have perfected the art of blending impeccable design and durable beauty in a fraction of the time and cost.

By utilizing Moderno's proprietary equipment and patent-pending techniques, we are able to fabricate our exclusive line of porcelain on-site, making Moderno the superior choice for porcelain surfacing.

MODERNO'S STORY

To revolutionize the installation of unique porcelain surfaces, a perfect storm had to take place, one that combined the forces of several powerhouse leaders within the industry: the former CEO and CFO of the largest stone counter top distribution company in North America, the former Global Product Manager of Home Depot who oversaw \$1 billion in annual materials purchasing, one of the world's leading executives in the operations of commercial and new home construction, and the addition of a globally-respected expert who developed the tools and techniques to fabricate and install Moderno's large format porcelain slabs.

Owned and operated by this executive team, Moderno Porcelain Works is exclusively composed of the industry's premier authority figures in next-level surfacing.



MODERNO LOGO

PRIMARY LOGO

The primary logo should be used first and foremost on all marketing collateral as the initial introduction of the brand. This will create and establish brand recognition to ensure continued growth.

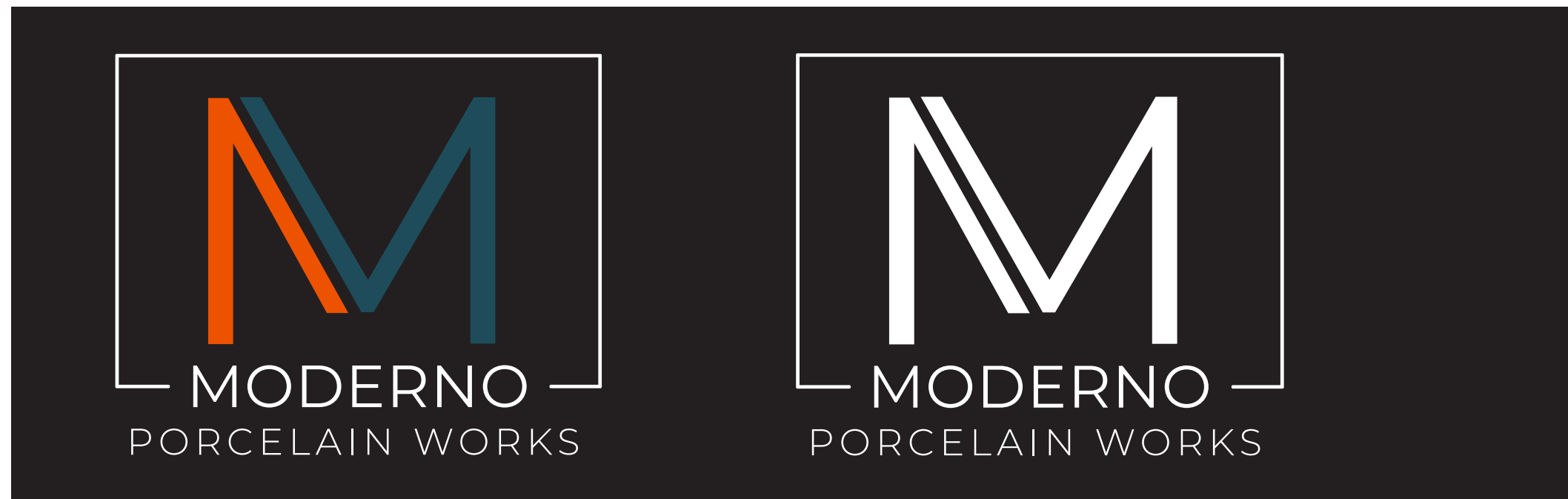
This logo helps audiences easily identify Moderno products, web presence, advertisements and other marketing materials which enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application.



MODERNO LOGO

ALTERNATE VARIATIONS OF PRIMARY LOGO

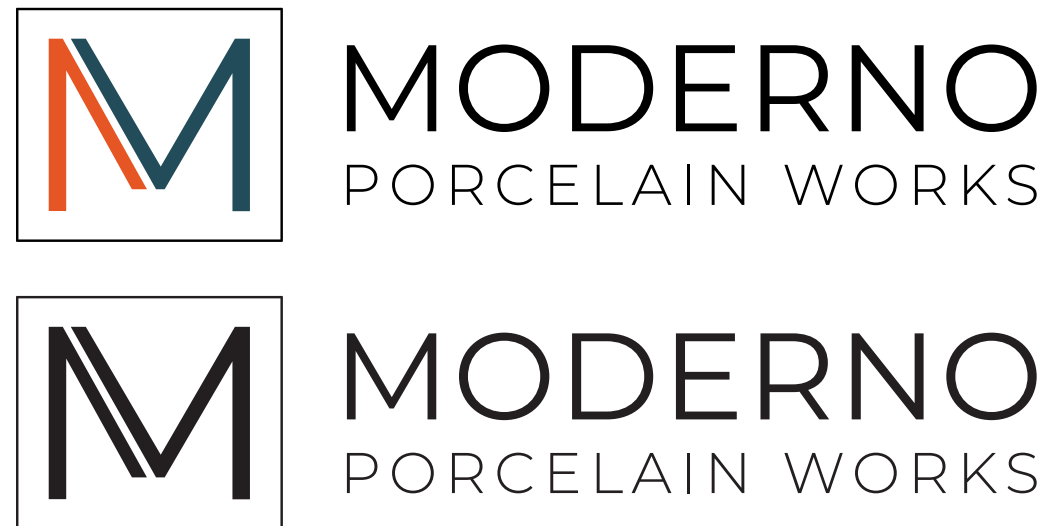
Alternate versions of the primary logo should only be used in instances where the full color primary logo has already been introduced. These alternate forms are useful on dark or colorful backgrounds that may contrast with the primary logo.



MODERNO LOGO

SECONDARY LOGO

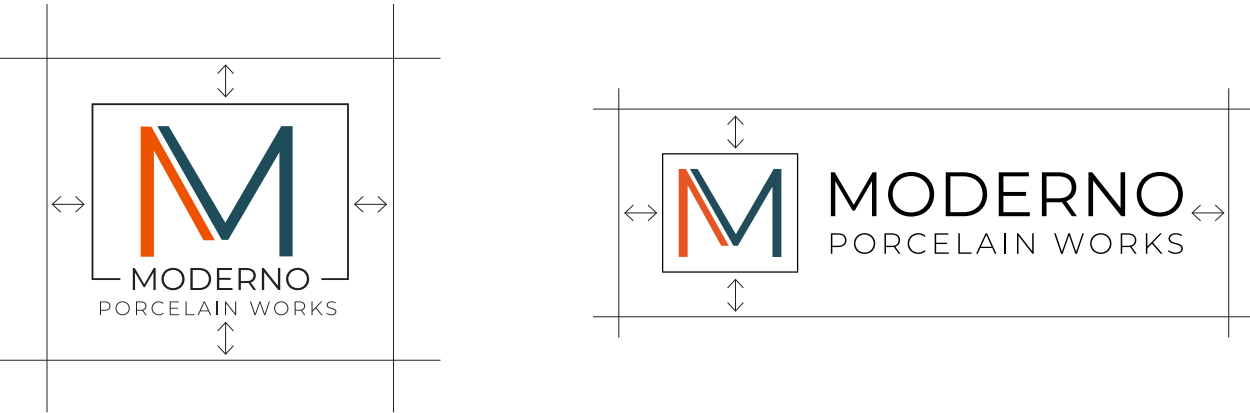
The secondary logos should only be used in instances where the full color primary logo has already been introduced. The horizontal layout of the secondary logos may be beneficial to use in certain instances where the primary logo does not fit correctly. Like the primary logo, the full color secondary logo should be used unless a dark or colorful background requires one of the other color variations.



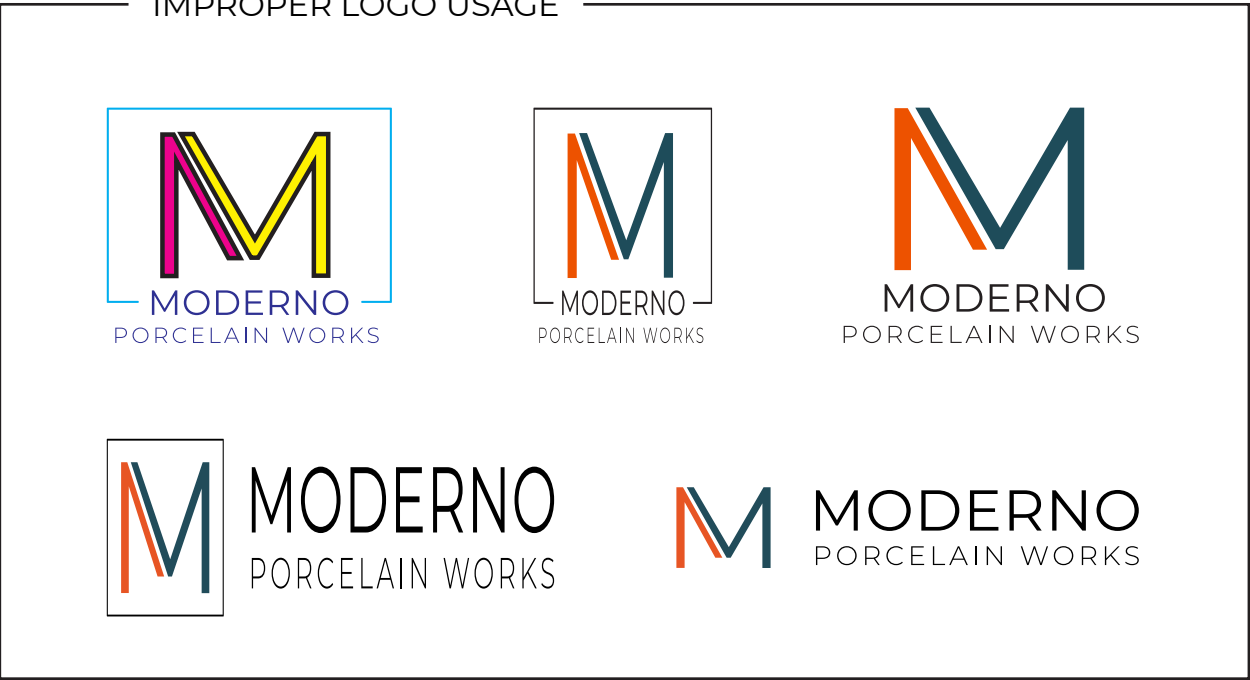
MODERNO LOGO

LOGO CLEAR SPACE

To ensure the Moderno Porcelain Works logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. The logo should never be distorted in shape or color for any reason, see examples below.



IMPROPER LOGO USAGE



LOGO FILE USE GUIDE

EPS
EPS format is a vector file that can be opened by the widest range of software, this format may be requested by print or manufacturing companies.

JPEG
Jpeg's are most commonly seen online. This is because jpeg offers very good compression without overly degrading the image, meaning the file size is small and will load quickly.

PNG
Unlike Jpeg files, PNG format allows for transparency and can be placed over colored backgrounds or images.

MODERNO COLORS

Color is an integral part of a brand's identity. Consistent use of the branded color palette will reinforce the cohesiveness of the brand and it's recognition among consumers. Moderno brand colors should be used as the main colors in all documents, presentations, event collateral and all other branded pieces.

Pantone C
Pantone color format is used as an alternative for printing, as they will have brighter and sharper results. The colors are specifically mixed to ensure accuracy and are generally more expensive to use.

CMYK
This color format is used when printing. [Ex. flyers, brochures, event banners, etc.]

RGB
This color format is used with digital files. [Ex. website, email, presentation, TV screens, etc.]

*All logo files have been saved out in Pantone, CMYK and RGB formatting.

PRINT	PANTONE 166C C: 5 M: 81 Y: 100 K: 0
DIGITAL	R: 229 G: 82 B: 3 HEX #E55203
PRINT	PANTONE 7477C C: 88 M: 59 Y: 48 K: 32
DIGITAL	R: 35 G: 76 B: 90 HEX #234C5A
PRINT	C: 0 M: 0 Y: 0 K: 0
DIGITAL	R: 255 G: 255 B: 255 HEX #ffffff
PRINT	C: 0 M: 0 Y: 0 K: 100
DIGITAL	R: 0 G: 0 B: 0 HEX #000000

MODERNO TYPOGRAPHY

The brand font is Montserrat. This family of fonts should be used for all communication material that include body text, headings, and subheadings.

Montserrat Bold	Should be used for headings in all marketing materials
Montserrat SemiBold	Should be used for subheadings in all marketing materials
Montserrat Medium	Should be used for call outs or quotes within body copy
Montserrat Regular	Should be used for body copy in all marketing materials
Montserrat Light	Can be used for subheadings, call outs or quotes but shouldn't be used at a small font size

If the Montserrat font is not available for digital or online applications substitute with similar font weights of Calibre (different from Calibri) or Avenir.



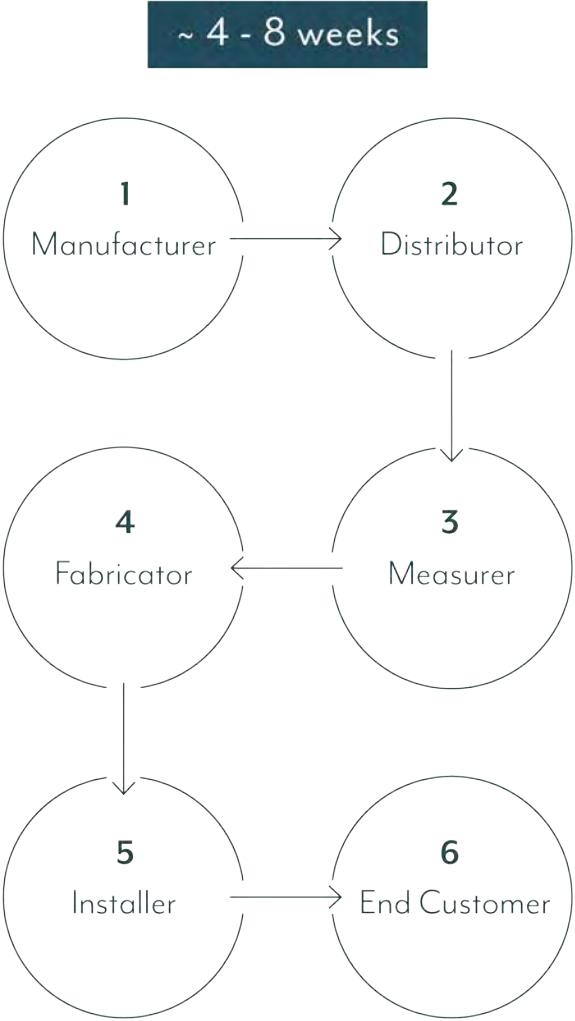
MODERNO ICONOGRAPHY

The Moderno icon library was created for use in all Moderno branded content. The icons have been added to the presentation template file for quick use in presentations but can also be found in the Moderno Sharefile branding folder for use in other marketing collateral. The orange icons should be the primary used but a teal version has been provided for use in instances where the orange does not show up against a background. If there is a need for new icons please put in a request to the marketing team.

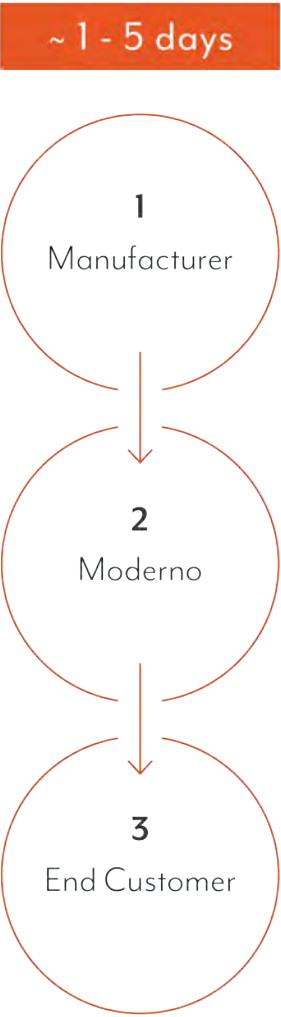


MODERNO DISTRIBUTION GRAPHICS

Current Distribution Model



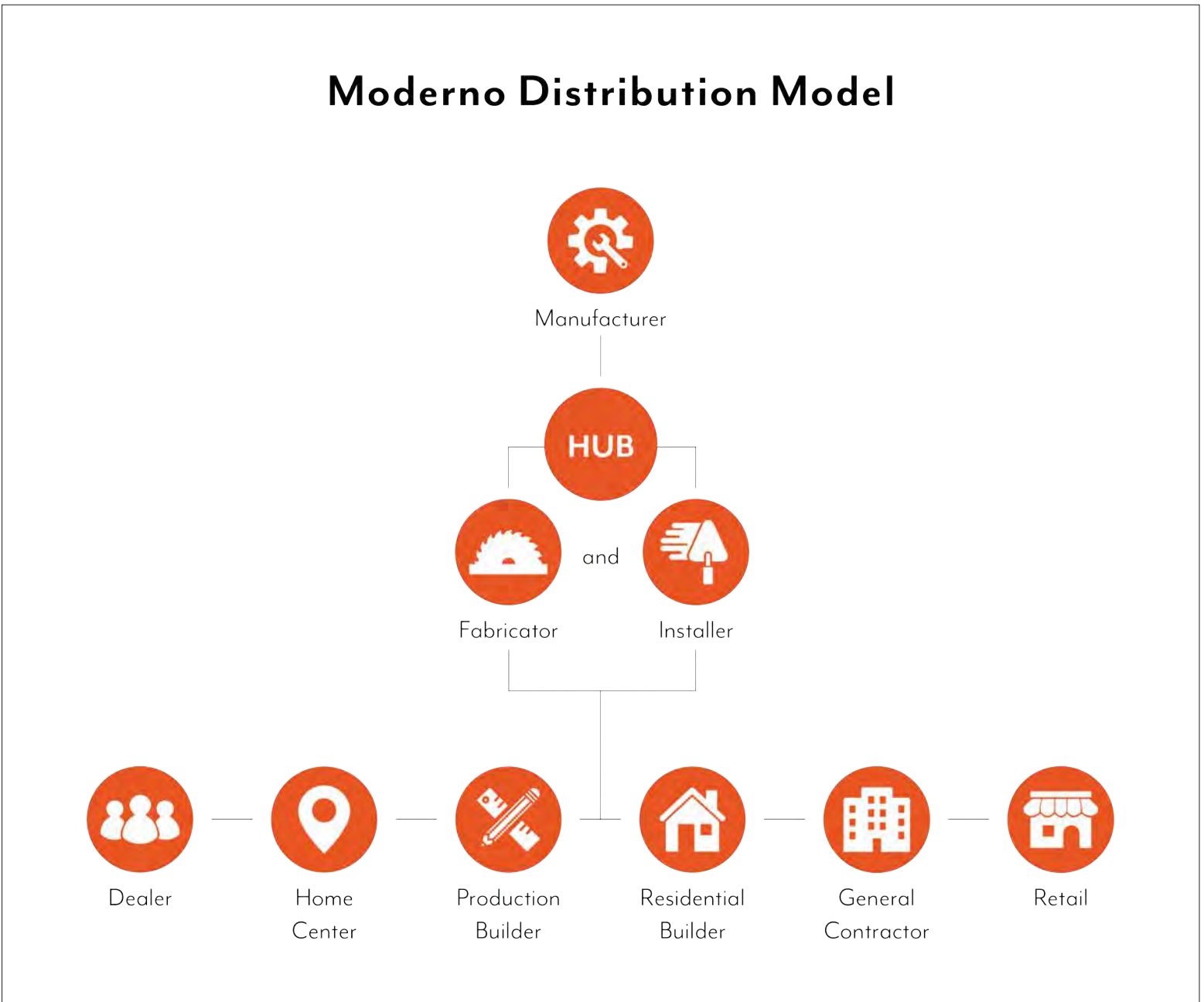
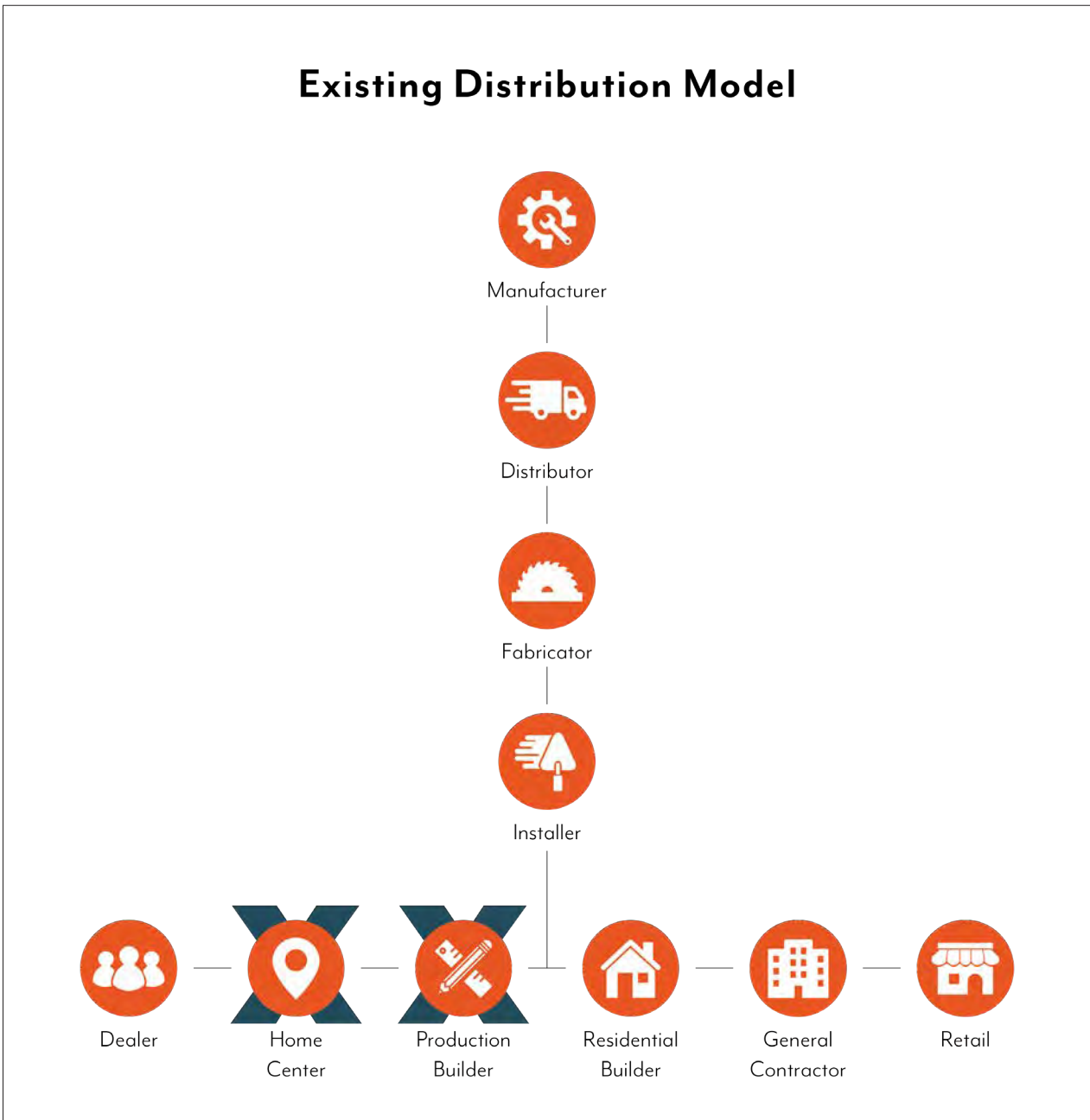
Moderno Model



SIMPLE VERSION

This version of the distribution process breakdown is to be used in all marketing materials that contain a lot of information. The simplified version of the graphic allows it to be used in conjunction with other information without taking up too much space or being distracting in context with other assets. Examples of pieces to use the simple version graphic are brochures, one pagers and websites. If a more detailed description is needed in any of these marketing materials it is best to use copy to further explain the process.

MODERNO DISTRIBUTION GRAPHICS



PRESENTATION VERSION

This version of the distribution process breakdown is to be used in presentations as there is more space to include the detailed graphics on their own slides without interrupting other content within the presentation. This version can be used in other collateral such as training print outs or Moderno specific branded brochures and one pagers.

PORCELAIN BENEFITS GRAPHICS

The Moderno porcelain benefits graphic has been created for use in all marketing materials. The orange version should be the primary version used but a teal version has been provided for use in instances where the orange does not show up against a background.



LOW WATER
ABSORPTION



DIFFERENT
TEXTURES



VEIN
MATCH



TIMELESS
COLORS



LOW WATER
ABSORPTION



DIFFERENT
TEXTURES



VEIN
MATCH



TIMELESS
COLORS



STAIN
RESISTANT



SCRATCH
RESISTANT



UV
RESISTANT



HEAT
RESISTANT



STAIN
RESISTANT



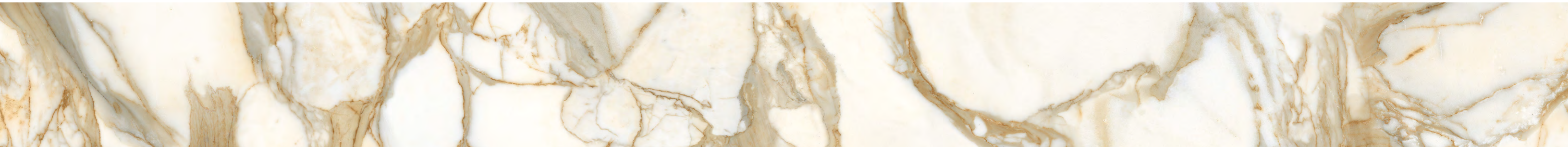
SCRATCH
RESISTANT



UV
RESISTANT

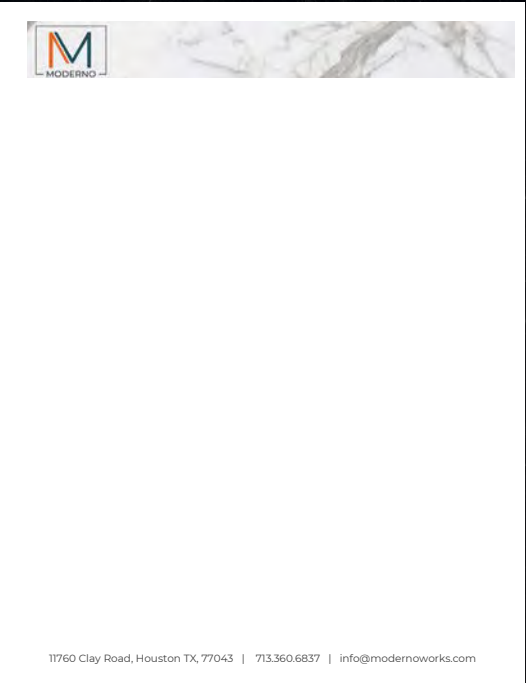


HEAT
RESISTANT



MODERNO LETTERHEAD

Letterhead, both print and digital, is a primary means of communication and it is essential that every application be a consistent reflection of the company's identity. The Moderno original porcelain colors have been used to provide options yet leave the design consistent with the Moderno Brand.



MODERNO PRESENTATIONS

A PowerPoint presentation template has been created for use in all presentations given by Moderno employees. This ensures that every touch point a consumer or end user has with the Moderno brand is consistent. For assistance in creating new infographics or a request for new photos, please contact marketing. All co-brand presentations with Houston EB5 and E2 Works should utilize the EB5 and E2 presentation templates as the main presentation and then utilize Moderno branded slides online when the content specifically mentions Moderno.

More slide options are provided in the PPT template file.

